

Championing a Healthy Alcohol Culture



**Training for Unit Champions
FE Warren Community Action Plan
CAIB/IDS
Capt Alan Ogle
Chief, Life Skills/ADAPT**



AGENDA

- The Problem at FE Warren
- National Data—What Does the Science Tell Us
- FE Warren Community Action Plan
- Unit Champions—the “Special Forces”
 - Large Group Tactics
 - Small Group Tactics
- Resources
- The Next Step



FEW's 2003 Alcohol Related Incidents

141 Alcohol Related Incidents:	
DUIs	33
UADs	63
Alleged Sexual Assault	11
Assaults	24
Other	10
Deaths	1
Average Age	19



FEW's 2003 Alcohol Related Incidents

Article 15s Issued	40
Estimated Total Forfeiture of Pay	
\$13,709	
Reduction in Rank	32 cases
Relieved of Duty	449 days
Confinement	30 days
Restriction	595 days
Extra Duty Given	612 days
Down on PRP	TBD
Work Days Lost	TBD
LORs/LOCs	28



“WHEN I WAS THAT AGE...”

Generation Gap

Changes in Drinking Behavior:

- Wider variety of sizes, shapes, and types of alcoholic beverages available now**





"WHEN I WAS THAT AGE..."

- Sophisticated market

HERE'S TO GIRLS WHO DRINK BEER.

Coors LIGHT
COLD • DOWN • EASY

© 2002 Coors Brewing Company, Inc., Golden, Colorado 80401

BY DAY RESPONSIBLE DRINKING

**AUDITOR BY DAY
BACARDI BY NIGHT**

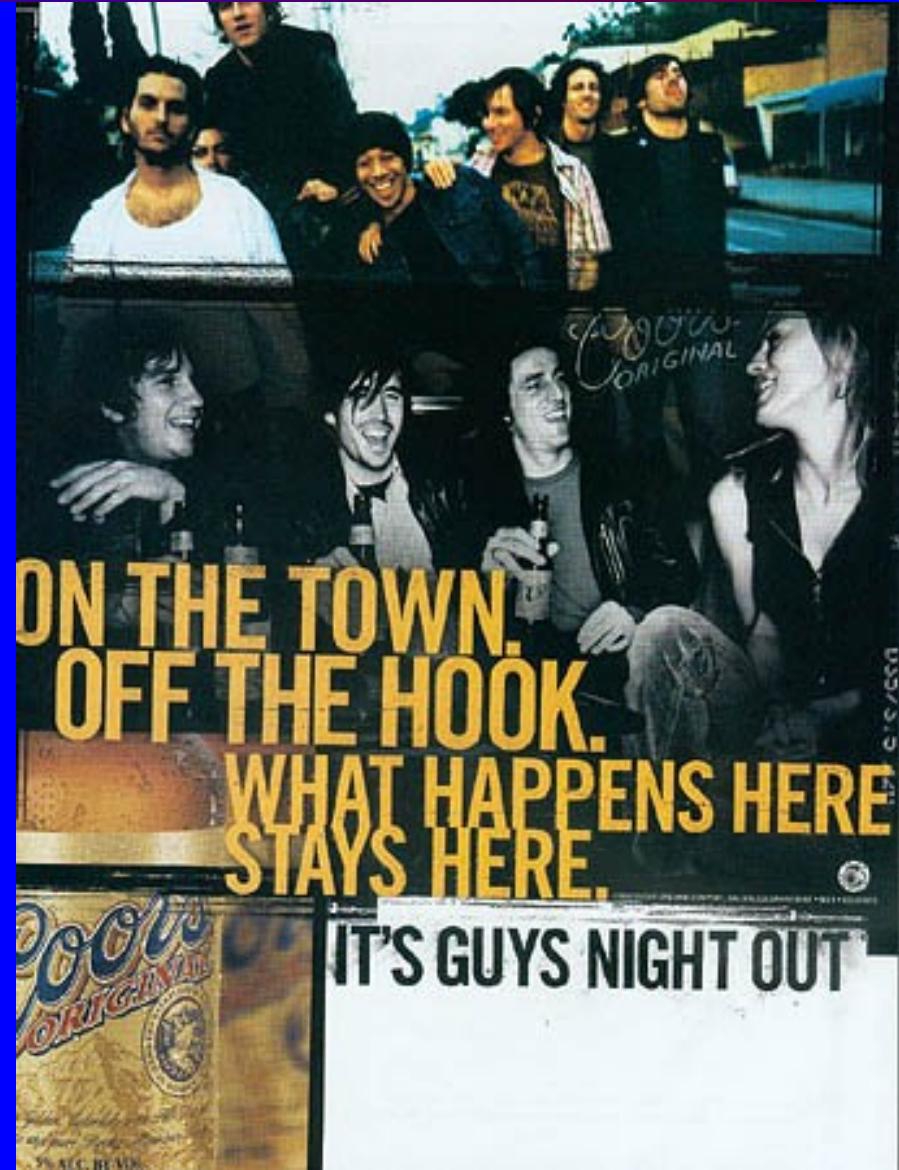


“WHEN I WAS THAT AGE...”

- Age of drinking onset is younger

- Manner of drinking is faster and harder

- Binge drinking is glamorized
- Goal not sociability but to get drunk





A NATIONAL PROBLEM

Alcohol is key factor in:

- **Traffic fatalities** 50%
- **Assaults** 72%
- **Suicides** 35-80%
- **Sexual Assaults** 52-90%
- **Murders** 50-76%
- **Spouse or child abuse** 50-65%
- **Drowning** 69%



TARGET POPULATION

- **Airmen have similar demographics to college students:**
 - Age and developmental issues
 - Living away from home for the first time
 - Living in dorms, with people 21+
 - Surrounded by a culture that promotes underage and high-risk drinking



TARGET POPULATION

- **National data on alcohol and college students:**
 - 81% of college students use alcohol
 - 43% are binge drinkers
 - 5 or more drinks in one sitting at least once in past two weeks
 - 21% are frequent binge drinkers
 - 5 or more drinks in one sitting at least three times in past two weeks
 - 31% meet criteria for a substance abuse diagnosis



TARGET POPULATION

Annual incidents for college students 18-24

• Drunk Driving	2,100,000
• Assault	600,000 +
• Injury	500,000
• Health Problems	150,000 +
• Arrests	110,000
• Sexual Abuse	70,000
• Death	1,400



Based on "A Call to Action: Changing the Culture of Drinking at U.S. Colleges", NIAAA, 2002



Media Campaign: An Example

Texas DUI video



WHAT WORKS

- **Three pronged integrated approach targeting:**
 - **Individuals (including at risk individuals)**
 - **The base population**
 - **The base and surrounding communities**



COMMUNITY GOAL

*Create a responsible alcohol culture
that promotes healthy, low-risk
drinking behavior*



PROGRAM GOALS

TARGET GOALS:

- 50% reduction in DUI over each of the next two years
- Reduce high-risk drinking & associated problem behaviors
- Increase awareness and prevalence of low-risk vs. high-risk drinking



INDIVIDUALS

Objectives:

- Education, Screening and Early Intervention
- Increase knowledge and use of good decision making

Methods planned or in consideration:

- FTAC and Right Start Briefs
- Squadron CC 1:1 (with high risk individuals)
- Clear and consistent enforcement
- Taxi program
- Screening
- ADAPT
 - ***Reminder: ADAPT referral required for all ARI's***
 - ***Referral required within 7 days***



BASE POPULATION

Objectives:

- Addressing factors that encourage high risk drinking
- Increased community capacity at the unit level (e.g. mentoring, buddy care, higher quality first line supervision related to alcohol issues)

Methods planned:

- Unit Champions!!!
 - Work the issue from “grassroots” level
 - Tailor actions to unit & overall base plan
 - Involve the target population in solving the problem
 - Build culture of SHARED OWNERSHIP for solving the problem

Build a culture that encourages healthy behavior



BASE POPULATION

Methods planned or in consideration:

- Media Campaign
- “Norming” campaign to correct misconceptions of alcohol consumption
- Enforcement
- Progress scorecards
- Annual Life Skills briefings on Alcohol/Violence/Suicide Prevention
- Training of Front line leaders at ALS, EPD and OPD
- Alternate Activities
- Dry Dorms

Build a culture that encourages healthy behaviors



Base and Surrounding Communities

Objectives

- Change the broader environment and help reduce problems over the long-term

Methods planned or in consideration

- List of off-limits establishments
- Safe ride programs
- Increased and consistent enforcement of drinking laws (especially sales to minors)
- Responsible beverage service policies in social and commercial settings, problem establishments off limits
- Coordination of efforts with local law enforcement and others

***Change the broader environment and help reduce
problems over the long-term***



THE WAY AHEAD

- Promote individual and collective responsibility
- Identify at-risk individuals and get them help
- Consistent, unambiguous expectations and enforcement
- Build Unit-level leaders to champion healthy, low-risk alcohol behavior
- Involve everyone, especially airmen, in solving the problem-a community approach



Solution: A base and community culture that promotes healthy, safe alcohol behavior

Bottom Line: Requires a team effort. Informational, knowledge-based, or values clarification are ineffective when



UNIT CHAMPIONS

- Role and Requirements
 - “Special Forces” for the commander
 - “Roots” of a grassroots coalition
- Squadron Action Plan
 - Tailor actions and target goals for your unit
 - Your unit goals must align with Wing goals
 - SAP for each month, approved by unit CC
 - List alcohol incidents
 - Actions taken
 - Actions planned next month
 - Commander’s signature of approval



LARGE GROUP TACTICS

- Clear, consistent, unambiguous messages

- Enforcement

- Good partnership with civilian LE
- Dorm walk-throughs
- Vigilance at formal and informal events:
 - Unit and base activities
 - Parties offbase



LARGE GROUP TACTICS

- Reward responsible behavior
- CC Calls
 - Commander “footstomp”
 - Guest speaker
 - Personal testimonial
 - Video
 - Mass training



LARGE GROUP TACTICS

• Media Campaign

- Base-wide, coordinated effort
- Will be theme / focus month by month
- Posters, table-tents, videoclips
- Unit scorecards
- Your ideas are welcome



Friends Don't Let
Friends Drive Drunk



SMALL GROUP

- **Group of 6-10 people**
- **In 10 minutes, discuss and agree on the 5 best methods to ensure 100% unit WarFit pass rate**





SMALL GROUP TACTICS

Pre-incident:

- **Focus Groups**
 - Representative sample
 - Facilitate their discussion of the problem
 - Brainstorming of solutions/strategies
- **Goal: generate information and ideas from members of the target population**



SMALL GROUP TACTICS

- **Small Group Discussions**
- **Goal: promote awareness of the issue, healthy behavior, and most importantly to facilitate *discussion and ownership* by the target population**



SMALL GROUP TACTICS

- **Small Group Training**

- Utilize briefing materials
- Review educational information / handouts together
- Guest Speaker
- Video—"Quay Sampsell Story"

- **Goal: Increase awareness and accurate knowledge of the issues and encourage good decision-making**



SMALL GROUP TACTICS

- **One on One's**

- With individuals at high risk
- Discuss concerns in open manner
- Requires skill and sensitivity to several medical and legal issues
- Can be very influential

- **Goal: Increase awareness and motivation to make healthy alcohol choices**



SMALL GROUP TACTICS

Post-Incident:

- **Facilitate Referral to ADAPT & Follow up**
- **Small Group Training and/or discussion**
- **One on Ones**

Goal: Promote awareness and better decisionmaking in people that have had a problem



SOME DO'S AND DON'T'S

- **DO convey importance and mission-related**
- **DO approach in a matter-of-fact, problem-solving manner, and involve all members in finding solutions**
- **DON'T be punitive or provoke defensiveness**
- **DON'T discuss aspects of an incident if:**
 - There is a pending investigation or legal action
 - The member(s) involved would be very upset
 - When seems inappropriate to the circumstances / incident
 - When in doubt, consult with JA or ADAPT staff



SMALL GROUP SUCCESS

Skills for success:

- **Honesty vs. scare tactics**
- **Humanize the message and presentation**
- **Be respectful and interested**
- **Use visuals, activities to promote discussion and impact**

- **Know when to get assistance**



RESOURCES

Unit Champions Group

First Sergeants Group

ADAPT / Life Skills / DDRP

PHP-IDS

**Wyoming DOH, Substance Abuse
Division**

Toolkits



COORDINATION IS VITAL

“...the young cowboy put on his hat, ran out of the house, jumped on his horse, and charged off in all directions...”